

## Message Text

UNCLASSIFIED

PAGE 01 LAGOS 03644 011548Z  
ACTION EB-08

INFO OCT-01 AF-08 ISO-00 /017 W  
-----020730Z 010840 /11

R 011122Z APR 77  
FM AMEMBASSY LAGOS  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 238  
USIA WASHDC  
AMCONSUL IBADAN  
AMCONSUL KADUNA

UNCLAS LAGOS 3644

E.O. 11652: NA  
TAGS: BEXP, EQIP, AFIN, NI  
SUBJ: PRINTING AND GRAPHIC ARTS CATALOGUE EXHIBIT

REF: (A) LAGOS A-10 (B) USDOC 3191

1. EMBASSY HAS DECIDED CHANGE LAGOS DATES THIS SHOW FROM JUNE 6-10 TO JULY 24-30 IN ORDER TO MAKE SHOW PART OF LAGOS DAILY TIMES EXHIBITION ON PRINTING, PACKAGING, PUBLISHING THOSE DATES.

2. NEXT WEEK EMBASSY WILL BOOK TWO 10 X 15 FOOT BOOTHS IN TIMES EXHIBITION, WHICH WILL BE IN LAGOS STATE CULTURAL CENTRE, VICTORIA ISLAND, ABOUT 3/4 MILE FROM EMBASSY AND MIDWAY BETWEEN IT AND FEDERAL PALACE HOTEL. (COMMENT: ONLY OTHER EXHIBITOR BOOKED TO DATE IS AMERICAN 3M COMPANY WITH TWO 10 X 15 BOOTHS.)

3. EMBASSY ALSO INTENDS BUY ADVERTISING AS FOLLOWS:

- A. QUARTER OR HALF-PAGE IN DAILY TIMES EXHIBITION SUPPLEMENT;
- B. BACK PAGE OF TIMES BROCHURE.

4. USIS PARTICIPATING WITH EXHIBITS OF BOOKS AND GRAPHIC ARTS PLUS VTRS.

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5. IF TIMES EXHIBITION CONCELLED EMBASSY WILL STAGE SHOW ELSEWHERE (PROBABLY FEDERAL PLACE) SAME DATES OR OTHER DATES AGREEABLE USDOC AND OTHER POSTS.

6. ACTION REQUESTED:

- A. REVIEW OUR A-10 CONTAINING FULL EXHIBITION DETAILS

B. AUTHORIZE AND ENABLE EMBASSY MAKE PAYMENT TO TIMES NLT APRIL 30 NAIRA 1120 FOR BOOTHS, NAIRA 525 FOR ADVERTISING SUPPLEMENT, NAIRA 200 FOR EXHIBITION BROCHURE. NAIRA TOTAL OF 1845 IS DOLS 2952 AT OFFICIAL RATE OF DOLS 1.60/NAIRA BUT DOLS 2656.80 AT RECENT EMBASSY RATE OF DOLS 1.44/NAIRA. ADVISE MOVING QUICKLY WHILE LATTER RATE LASTS. (THIS IS NOT ENTIRE SHOW BUDGET BUT MOST OF IT.)

C. SEND CATALOGUES. ALL SHOULD BE POUCHED DURING APRIL TO ENSURE ARRIVAL IN TIME FOR CATALOGUING. ADDRESS TO CONTROL OFFICER HARVEY T. CLEW, E/C SECTION. DO NOT RPT NOT USE INTERNATIONAL MAIL AS THIS GETS CUSTOMS INVOLVED AND IS VERY SLOW.

D. IN SOLICITING PARTICIPATION, EMPHASIZE THAT, IF TIMES EXPECTATION OF 1000 ATTENDEES DAILY REALIZED, THIS WOULD BE AUDIENCE 10 TIMES GREATER THAN USUAL CATALOGUE SHOW.

E. RECRUIT INDUSTRY REP FOR NEW DATES AND PROVIDE NAME AND BIO ASAP TO ENABLE START ON INITIAL PUBLICITY.

F. SOLICIT FROM INDUSTRY ADVERTISING MATERIAL TO ARRIVE HERE BY MAY 9 FOR JULY 9 COPY DEADLINE AND BOOTH DECORATIONS SUCH AS UNUSAL WALL HANGINGS OR MACHINE MODELS AND THE LIKE TO ARRIVE BY JULY 1.

G. ACKNOWLEDGE BY APRIL 8 STATUS ABOVE REQUESTS.  
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## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009